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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in British Columbia, 1934

Retail trade in British Columbia for the year 1934 amounted to \$171,652,000, according to calculations made by the Bureau of Statistics and based upon reports received for the annual Census of Merchandising and Service Establishments. This figure represents an increase of 10.9 per cent in value of sales over 1933 and it is also 5.4 per cent higher than the amount recorded for 1932. Representing the value of retail trade for 1930 by 100, sales for the following years may be represented by 83.5 for 1931, 65.5 for 1932, 62.2 for 1933, and 69.0 for 1934.

With the exception of coal and wood yards, increases in trade were recorded for all lines of business, the greatest gain over 1933 being experienced by motor vehicle dealers. The total business of motor vehicle dealers for 1934, including the sale of both new and used vehicles, amounted to \$14,927,000, an increase of 46.0 per cent over the figure reported for 1933 and approximately equal to the value of sales for 1931. Large increases in 1934 over 1933 were recorded for most of the kind-of-business classifications in the furniture and household group of stores. For furniture stores the increase in 1934 over 1933 was 20.8 per cent; for household appliance stores the increase was 9.7 per cent; and for radio and music stores the increase was 19.7 per cent.

Sales of grocery stores (including grocery stores with meat departments) were \$19,130,000 for 1934, an increase of 4.7 per cent over the amount recorded for 1933 and only slightly less than the value of sales in 1932. Sales of meat markets for 1934 were \$6,607,000 or 6.8 per cent higher than in 1933. Value of sales for country general stores increased by 11.4 per cent over the figure recorded for 1933. For department stores the increase was 4.2 per cent; for men's clothing and furnishings stores, 13.3 per cent; for women's clothing stores, 5.8 per cent; for hardware stores, 10.6 per cent; and for drug stores, 6.6 per cent.

Value of sales for coal and wood yards for 1934 were \$2,713,000 or 18.2 per cent below the amount recorded for 1933. Value of sales for florists was slightly below the 1933 figure.

Chain Store Sales.--In 1934 chain stores transacted business to the value of \$33,896,600 or 19.7 per cent of the total sales for all retail stores in the province. In 1933 the ratio of chain store sales to total sales was 20.9 per cent and in 1932 it was 20.2 per cent. Included in the chain store figures are the British Columbia sales of all retail organizations operating four or more units, exclusive only of department stores. For the Census of Merchandising, all department stores have been treated as independent establishments so that data for ownership groups of department stores are not included in the chain store figures mentioned above.

Of the total sales of all grocery stores, combination stores and meat markets in British Columbia in 1934, amounting to \$25,737,000, chain store sales were \$9,165,300 or 35.7 per cent. In 1933 the corresponding ratio was 36.2 per cent and in 1932 it was 32.7 per cent. The ratios of

chain store sales to total sales for 1934 for certain other kinds of business, together with the corresponding ratios for 1933 in brackets, are as follows: Variety, 5-and-10, and to-a-dollar stores, 74.2 (76.1); shoe stores, 27.5 (31.0); and drug stores, 30.4 (30.8).

Scope of Census.--This report is based upon returns received from all chain store companies and from a representative number of independent stores operating in the various lines of business for which data are shown in the attached tables. In all, including both chain and independent stores, returns were received covering approximately 2,200 establishments in British Columbia, and it is estimated that these transacted 70 per cent of the total retail trade of the province. The reports which have been secured have been used to determine the most probable value of sales for those units which do not report to the annual census, so that the figures given in this report relate to all retail trade and not only to the business transacted by the reporting firms. Since reports are not received from all stores for this annual census, it is not possible to state the total number of trading establishments operating during the year. Table 1 shows the value of sales for each year from 1930 to 1934 for all retail trade in the province as a whole and also for the various kind-of-business classifications used in this Census. Indexes of sales (1930 = 100) are also shown together with the percentage change in sales between 1933 and 1934. In Table 2 a comparison is made as between chain store sales and total sales. Table 3 presents a comparison for 1933 and 1934 of sales by commodity groups of department stores. Supplementary tables are in course of preparation showing employment and wage figures, gross margin percentages, and value of inventory on hand at the close of the year. A detailed analysis classifying employees engaged in retail trade on the basis of weekly wage payments is also being prepared.

BRITISH COLUMBIA, RETAIL MERCHANDISE TRADE, 1934

Table 1.--Total Net Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales					Index of Retail Sales					% of Change 1933-1934
	1930	(Estimated)				1930	1931	1932	1933	1934	
		1931	1932	1933	1934						
	\$	\$	\$	\$	\$						
Total, All Stores	248,597,500	207,552,000	162,951,000	154,751,000	171,652,000	100.0	83.5	65.5	62.2	69.0	+10.9
Food Group	48,692,000	41,129,000	34,084,000	32,239,000	33,915,000	100.0	84.5	70.0	66.2	69.7	+ 5.2
Bakery product stores (manufacturing bakeries not included)	1,474,600	1,222,000	1,010,000	1,032,000	1,175,000	100.0	82.9	68.5	70.0	79.7	+13.8
Candy and confectionery stores	4,699,300	3,915,000	3,134,000	2,890,000	2,988,000	100.0	83.3	66.7	61.5	63.6	+ 3.4
Dairy product dealers (other than manufac- turing dairies)	2,119,000	1,992,000	1,621,000	1,505,000	1,515,000	100.0	94.0	76.5	71.0	71.5	+ 0.7
Fruit and vegetable stores	1,648,000	1,523,000	1,353,000	1,332,000	1,382,000	100.0	92.4	82.1	80.8	83.9	+ 3.8
Grocery and combination stores	26,287,900	22,687,000	19,269,000	18,270,000	19,130,000	100.0	86.3	73.3	69.5	72.8	+ 4.7
Meat markets (including sea foods)	10,908,200	8,476,000	6,643,000	6,185,000	6,607,000	100.0	77.7	60.9	56.7	60.6	+ 6.8
Other food stores	1,555,000	1,314,000	1,054,000	1,025,000	1,118,000	100.0	84.5	67.8	65.9	71.9	+ 9.1
Country General Stores	17,653,500	14,900,000	12,269,000	11,563,000	12,881,000	100.0	84.4	69.5	65.5	73.0	+11.4
General Merchandise Group	45,862,100	41,899,000	34,763,000	33,902,000	35,751,000	100.0	91.4	75.8	73.9	78.0	+ 5.5
Department stores	38,831,900	35,493,000	29,305,000	28,756,000	30,000,000	100.0	91.4	75.5	74.1	77.3	+ 4.3
Dry goods stores	2,146,600	1,795,000	1,447,000	1,367,000	1,593,000	100.0	83.6	67.4	63.7	74.2	+16.5
General merchandise stores	1,243,600	960,000	837,000	754,000	915,000	100.0	77.2	67.3	60.6	73.6	+21.4
Variety stores	3,640,000	3,651,000	3,174,000	3,025,000	3,243,000	100.0	100.3	87.2	83.1	89.1	+ 7.2
Automotive Group	34,122,100	26,089,000	18,807,000	18,587,000	24,053,000	100.0	76.5	55.1	54.5	70.5	+29.4
Motor vehicle dealers	21,296,000	14,942,000	9,466,000	10,226,000	14,927,000	100.0	70.2	44.5	48.0	70.1	+46.0
Accessories, tires and batteries	1,116,800	924,000	784,000	727,000	832,000	100.0	82.7	70.2	65.1	74.5	+14.5
Filling stations	5,360,100	5,173,000	4,406,000	3,908,000	4,224,000	100.0	96.5	82.2	72.9	78.8	+ 8.1
Garages	5,607,200	4,486,000	3,746,000	3,325,000	3,551,000	100.0	80.0	66.8	59.3	63.3	+ 6.8
Other automotive establishments (including motorcycles, bicycles and supplies)	742,000	564,000	405,000	401,000	519,000	100.0	76.0	54.6	54.1	69.9	+29.4
Apparel Group	17,409,400	14,614,000	11,419,000	10,874,000	11,897,000	100.0	83.9	65.6	62.5	68.3	+ 9.4
Men's and boys' clothing and furnishings stores (including custom tailors)	6,366,200	4,972,000	3,705,000	3,457,000	3,916,000	100.0	78.1	58.2	54.3	61.5	+13.3
Family clothing stores	1,828,000	1,462,000	1,205,000	1,188,000	1,365,000	100.0	80.0	65.9	65.0	74.7	+14.9
Women's apparel and accessories stores	6,137,000	5,450,000	4,333,000	4,167,000	4,407,000	100.0	88.8	70.6	67.9	71.8	+ 5.8
Shoe stores	3,078,200	2,730,000	2,176,000	2,060,000	2,209,000	100.0	88.7	70.7	67.0	71.8	+ 7.1

BRITISH COLUMBIA, RETAIL MERCHANDISE TRADE, 1934

Table 1.--Total Net Sales and Sales Indexes by Kinds of Business (Cont'd.) -

Kind of Business	Total Net Sales					Index of Retail Sales					% of Change 1933-1934
	(Estimated)					(1930 = 100)					
	1930	1931	1932	1933	1934	1930	1931	1932	1933	1934	
	\$	\$	\$	\$	\$						
Building Materials Group	12,348,900	10,044,000	6,551,000	5,710,000	6,225,000	100.0	81.3	53.1	46.2	50.4	+ 9.0
Hardware stores	4,425,400	3,872,000	2,947,000	2,899,000	3,206,000	100.0	87.5	66.6	65.5	72.4	+10.6
Lumber and building material dealers	3,945,800	3,005,000	1,776,000	1,579,000	1,752,000	100.0	76.1	45.0	40.0	44.4	+10.9
Other building materials (including roofing materials)	1,847,100	1,627,000	929,000	576,000	579,000	100.0	88.1	50.3	31.2	31.3	+ 0.5
Electrical shops (without radio)	2,130,600	1,540,000	899,000	656,000	688,000	100.0	72.3	42.2	30.8	32.3	+ 4.8
Heating and plumbing shops											
Paint and glass stores											
Furniture and Household Group	8,207,100	6,160,000	4,580,000	4,187,000	4,991,000	100.0	75.1	55.8	51.0	60.8	+19.2
Furniture stores	2,456,800	2,115,000	1,676,000	1,516,000	1,831,000	100.0	86.1	68.2	61.7	74.5	+20.8
Household appliance stores	1,942,700	1,214,000	1,045,000	940,000	1,031,000	100.0	62.5	53.8	48.4	53.1	+ 9.7
Other home furnishings (including floor coverings, curtains, etc.)	818,000	538,000	385,000	460,000	608,000	100.0	65.8	47.0	56.2	74.3	+32.2
Radio and music stores	2,989,600	2,293,000	1,474,000	1,271,000	1,521,000	100.0	76.7	49.3	42.5	50.9	+19.7
Restaurants, Cafeterias and Eating Places	10,135,000	7,926,000	5,655,000	5,220,000	5,868,000	100.0	78.2	55.8	51.5	57.9	+12.4
Other Retail Stores	54,167,400	44,791,000	34,823,000	32,469,000	36,071,000	100.0	82.7	64.3	59.9	66.6	+11.1
Farmers' supply stores	11,341,200	9,484,000	7,605,000	7,010,000	8,516,000	100.0	83.6	67.1	61.8	75.1	+21.5
Book stores	793,900	714,000	495,000	488,000	513,000	100.0	89.9	62.4	61.5	64.6	+ 5.1
Coal and wood yards	5,699,200	4,884,000	4,109,000	3,317,000	2,713,000	100.0	85.7	72.1	58.2	47.6	-18.2
Ice dealers	129,900	110,000	89,000	54,000	55,000	100.0	84.3	68.2	41.9	42.3	+ 1.9
Drug stores	6,530,400	5,799,000	4,937,000	4,434,000	4,728,000	100.0	88.8	75.6	67.9	72.4	+ 6.6
Florists	761,600	585,000	484,000	438,000	437,000	100.0	76.8	63.6	57.5	57.4	- 0.2
Jewellery stores	2,668,200	2,049,000	1,457,000	1,430,000	1,783,000	100.0	76.8	54.6	53.6	66.8	+24.7
Office, school and store supplies and equipment dealers	1,210,600	802,000	549,000	490,000	611,000	100.0	66.2	45.4	40.5	50.5	+24.7
Tobacco stores and stands	2,900,800	2,428,000	2,106,000	1,981,000	2,096,000	100.0	83.7	72.6	68.3	72.3	+ 5.8
Government liquor stores	14,735,400	12,426,000	9,094,000	8,796,000	10,145,000	100.0	84.3	61.7	59.7	68.8	+15.3
Unclassified kinds of business	7,396,200	5,510,000	3,898,000	4,031,000	4,474,000	100.0	74.5	52.7	54.5	60.5	+11.0

Note: In a number of instances figures for the years 1931 to 1933 have been revised.

BRITISH COLUMBIA, RETAIL MERCHANDISE TRADE, 1934

Table 2.--Comparison of Chain Store Sales and Total Sales - All Stores
and Selected Kinds of Business

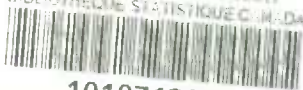
	1930	1931	1932	1933	1934
ALL STORES, Total Sales ...	\$248,597,500	207,552,000	162,951,000	154,751,000	171,652,000
Chain store sales .	\$ 47,875,300	40,860,200	32,863,500	32,405,600	33,896,600
%, chains to total.	19.3	19.7	20.2	20.9	19.7
Grocery, Combination Store and Meat Markets, Total Sales	\$ 37,196,100	31,163,000	25,912,000	24,455,000	25,737,000
Chain store sales .	\$ 10,117,100	9,174,400	8,470,200	8,862,400	9,165,300
%, chains to total.	27.2	29.4	32.7	36.2	35.7
Variety, 5-and-10, and to- a-dollar Stores, Total Sales	\$ 3,640,000	3,651,000	3,174,000	3,025,000	3,243,000
Chain store sales .	\$ 2,769,700	2,779,300	2,414,300	2,301,300	2,406,600
%, chains to total.	76.1	76.1	76.1	76.1	74.2
Shoe Stores, Total Sales ..	\$ 3,078,200	2,730,000	2,176,000	2,062,000	2,209,000
Chain store sales .	\$ 619,400	594,500	524,200	640,000	606,900
%, chains to total.	20.1	21.8	24.1	31.0	27.5
Restaurants, Cafeterias and Eating Places, Total Sales	\$ 10,135,000	7,926,000	5,655,000	5,220,000	5,868,000
Chain store sales .	\$ 1,213,000	897,900	629,300	691,500	610,500
%, chains to total.	12.0	11.3	11.1	13.3	10.4
Drug Stores, Total Sales ..	\$ 6,530,400	5,799,000	4,937,000	4,434,000	4,728,000
Chain store sales .	\$ 2,042,500	1,871,600	1,602,000	1,367,500	1,438,100
%, chains to total.	31.3	32.3	32.5	30.8	30.4

BRITISH COLUMBIA, RETAIL MERCHANDISE TRADE, 1934

Table 3.--Sales by Commodity Groups for Department Stores, 1933 and 1934

Department	Sales in 1933 \$	Sales in 1934 \$	% of Change 1933-1934
Total Sales, All Departments	28,756,000	30,000,000	+ 4.3
Apparel and accessories, women's, misses' and children's (including furs, fur goods, infants' wear, hosiery, gloves, lingerie, etc.)	4,311,200	4,440,300	+ 3.0
Automotive supplies (including tires, batteries, automotive parts)	105,200	122,400	+16.3
Cafeterias and restaurants (including fountain and lunch rooms)	505,000	517,400	+ 2.5
Clothing and furnishings, men's and boys' (including hats and caps)	2,897,700	3,105,300	+ 7.2
Drugs and toilet articles and preparations (including cameras and photographic supplies)	750,500	779,800	+ 3.9
Dry goods and notions (including piece goods - silks, woollens, cottons, linens - ribbons, laces, embroideries, buttons, thread, patterns, yarns)	2,438,500	2,580,100	+ 5.8
Farm and garden equipment and supplies (including farm machinery, harness, seeds, etc.)	128,600	130,900	+ 1.8
Food and kindred products (groceries, meats, provisions, candies, fruit and vegetables)	9,893,900	9,867,300	- 0.3
Furniture (including mattresses, springs)	834,400	993,800	+19.1
Hardware and kitchen utensils (including paints, wallpaper)	944,800	1,054,600	+11.6
Home furnishings (draperies, curtains, bedding, table linen, china, glassware, pictures, window shades, floor coverings)	1,733,800	1,908,200	+10.1
Household appliances and electrical supplies (washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps)	242,300	260,800	+ 7.6
Jewellery and optical goods (including clocks, watches, silverware, plated ware)	224,800	263,500	+17.2
Leather goods and travelling goods (including purses and hand-bags)	178,500	200,700	+12.4
Millinery	307,100	343,900	+12.0
Radios, musical instruments, and supplies	161,300	153,700	- 4.7
Shoes and other footwear (men's, women's and children's)	1,636,600	1,717,600	+ 4.9
Sporting goods (including bicycles, toys, games)	244,700	267,300	+ 9.2
Stationery, books and magazines	479,800	525,400	+ 9.5
Receipts from repair or service departments, not included elsewhere (such as hairdressing, electrical contracting, fur storage, interior decorating)	240,300	230,700	- 4.0
Miscellaneous merchandise (Specify principal departments included here, giving figures for each one whose sales amount to more than 5 per cent of total store sales)	497,000	536,300	+ 7.9

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